WHAT IS IT?
The parent survey is conducted annually to measure parent opinion and perceptions in a number of key areas including overall operations, program-specific operations and procedures, facilities, administration, policies, and communications. The 2018 SFUCCS Parent Survey was created using FluidSurveys and the invitation was distributed via email throughout the month of April. A comparison on previous years responses is available in the appendix of this report.

The objectives of the SFUCCS Parent Survey:
- Measure the way current operations, practices, and procedures address the needs of SFUCCS members
- Elicit information to provide a basis for future actions in SFUCCS strategic planning
- Provide a benchmark for progress
- Provide opportunity for feedback and engagement, as per SFUCCS Core Values (as defined by the SFUCCS Strategic Plan, Appendix B), particularly in Communication and Accountability & Integrity.

RESPONSE RATE
143 RESPONSES RECEIVED
165 CHILDREN REPRESENTED
52% OF FAMILIES ENROLLED (IN APRIL 2018)
4% INCREASE IN RESPONSES FROM 2017

PARENT REPRESENTATION*
82% SFU AFFILIATED (STAFF, FACULTY, STUDENTS)
32% SFU ALUMNI
28% UNIVERCITY FAMILIES
6% NO RELATION TO SFU OR UNIVERCITY

*DOES NOT ACCOUNT FOR OVERLAP

PROGRAM REPRESENTATION
45% INFANT/TODDLER
39% 3-5
16% SCHOOL AGE
SELECTION, ENVIRONMENT & PHYSICAL SPACES

The Parent Survey provides us with a wealth of information about what parents constitute as quality childcare. Parents gave us thoughtful responses full of tangible examples and great detail, which helps to guide our overall growth. This section includes a few examples of the feedback we received.

**WHY DID YOU CHOOSE SFUCCS FOR YOUR CHILDREN?**

“Convenience (we live in the neighbourhood), shared core values & philosophy (Reggio-inspired, child-led & play-based), high quality of service”

“SFUCCS is known for providing quality care for children and we’ve also heard great things from other parents at SFU (the various activities, attentive staff, healthy/nutritious food, safe environment).”

“The program here is focused on the child. I love the care and attention given to each child. Staff are provided opportunities for professional development, and it is evident that they are dedicated to their profession.”

**WHAT DO YOU VALUE MOST IN THE SFUCCS ENVIRONMENT AND PHYSICAL SPACES?**

“We love that the facilities are nestled into the mountain (on the westside of campus). The outdoor space is so organic, leaving room for children to explore and use their imaginations.”

“The use of wood in construction and the outdoor areas available to each program. It feels cozy and welcoming. That is important to me and so different from everything else out there.”

“I value the detail to attention and commitment that SFUCCS have made toward making the spaces sensory forward and, also, the care and detail to attention provided by the educators to include learning materials of all forms in the spaces.”
Statements regarding programming & environment were updated in 2018 from the previous year’s statements. Program-specific environment statements were aggregated, with all program responses combined.

A majority of the responses in this section remained consistently above 90% in agreement. The statements, “My program provides regular newsletters/updates via email” and “My program provides a rich environment for learning and exploring” scored the highest overall in this section.

A majority of the responses in this section remained consistently above 90% in agreement. The statements, “My program provides regular newsletters/updates via email” and “My program provides a rich environment for learning and exploring” scored the highest overall in this section.

Two statements, “We are provided an opportunity to give feedback to our program about regular updates” and “We are given the opportunity to provide feedback to the program on pedagogical narrations” scored less than 90% in agreement.

Educator communication with parents will continue to be a priority for all SFUCCS programs, and Program Directors will follow up with their specific programs to provide a response to the parents in that program.
As with the preceding section, statements regarding program educators were aggregated, with all program responses combined.

Statements in this section were updated in the 2018 survey to better reflect the work of our educators. We are very proud to report that all responses in this section scored above 90%.

**WE KNOW WHO THE EDUCATORS ARE IN OUR PROGRAM**

- Agree: 96%
- Neutral: 3%
- Disagree: 1%

**THERE IS A SENSE OF COMMUNITY IN OUR PROGRAM**

- Agree: 91%
- Neutral: 7%
- Disagree: 2%

**EDUCATORS HAVE COMMUNICATED KNOWLEDGE OF PROTOCOLS IN PLACE FOR EVENTS SUCH AS MEDICAL EMERGENCIES, SNOW CLOSURES, AND OTHER POSSIBLE EMERGENCIES**

- Agree: 96%
- Neutral: 3%
- Disagree: 1%
For the majority of statements regarding nutrition at SFUCCS, our responses saw an increase in agreement from families. These results speak to the hard work of our Chef and Nutrition & Gardening Committee, who work closely with each program’s Senior Educator to better communicate our philosophies and policies around food.

We do of course, anticipate some dissatisfaction with our nutrition program - with more than 300 families with differing habits and philosophies, it is impossible to expect fully satisfied responses. We will continue to work with our Chef, Nutrition & Gardening Committee, programs, and families, to ensure that we continue to accommodate children’s needs as best we can.

**Feedback from Families:**

“We are very happy with the healthy food choices available, as well as your policies supporting child independence and healthy attitudes toward food (clearing own dishes, choice of food and portion, etc.).”

“High quality and variety of foods in the meal program.”

“I think providing a fruit or vegetable option with every food offering is great policy. I know toddler tastes are varied and dynamic, so it must be challenging at times to design a menu that kids will respond to.”
Statements regarding our physical facilities were rated similar to 2017’s results (for more information, please refer to the Appendix).

The only statement to see a decrease in agreement was in regards to exterior facilities, which as indicated in the comments, can be attributed to the aging of the buildings on the west side of campus.

**THE INTERIOR FACILITIES APPEAR TO BE ADEQUATELY MAINTAINED**

**THE EXTERIOR FACILITIES APPEAR TO BE ADEQUATELY MAINTAINED**

**THE EQUIPMENT IN OUR CHILD(REN)’S CENTRE APPEARS TO BE VARIED AND DEVELOPMENTALLY APPROPRIATE**

**FEEDBACK FROM FAMILIES:**

“I appreciate that the structures are aging, but it is reassuring to see that they are being maintained and well-kept.”

“We love to see our child explore with loose parts - such a creative idea to play with items that are not your typical toys.”

“The buildings are aging, but this has nothing to do with a lack of care or effort to maintain. As our child is older now, it will be interesting to see how they keep challenging him. I’ve already noticed trips to the library and look forward to hearing about fair-weather adventures.”

“I love the outdoor space and all the creative uses the educators (and kids) find for the equipment.”
Responses regarding the fees at SFUCCS were largely similar to 2017’s results (for more information, please refer to the Appendix).

As with the previous year’s comments, many families indicated their wish for childcare costs could be more affordable. This survey was completed just as the new fee subsidy was being rolled out, and we are hopeful that this new initiative will help to ease the costs of childcare for many of our families.

**IN OUR OPINION, THE CURRENT FEE SCHEDULE SEEMS REASONABLE**

- **Agree**: 81%
- **Neutral**: 13%
- **Disagree**: 6%

**I GET GOOD VALUE FOR MY FEES**

- **Agree**: 89%
- **Neutral**: 10%
- **Disagree**: 1%

**FEEDBACK FROM FAMILIES:**

“Fees could always be lower but I’m very satisfied for what we receive in terms of value.”

“Childcare fees are so expensive everywhere which is so difficult on families ... but I know SFU is comparable to rates in the area.”

“Fees are very reasonable given that lunch and all snacks are provided.”

“I’m always amazed when friends and colleagues tell me how much they are paying every month for childcare. We definitely get good value for our money with SFU childcare society. And we know the fees we pay are being well-spent.”
This year’s survey combined two of the previous year’s statements regarding the administration team keeping families well informed about general issues and policies regarding the childcare centre, and we were happy to see that this statement scored the highest in agreement at 95%.

We also acknowledge that there is some work to be done regarding communicating our policies on enrollment and the flow of children through the various age groups, as these statements both saw a decline in agreement from our 2017 results. However, it is important to note that the comments reflected a neutrality to these statements as many children have yet to move up to the next age group.

**THE CURRENT ADMINISTRATION TEAM IN THE CHILDCARE OFFICE KEEPS US WELL INFORMED ABOUT GENERAL ISSUES AND POLICIES AFFECTING THE CHILDCARE CENTRE**

- **Agree:** 95%
- **Neutral:** 4%
- **Disagree:** 1%

**THE POLICY CONCERNING THE FLOW OF MY CHILD(REN) THROUGH THE VARIOUS AGE GROUPS IS CLEARLY STATED**

- **Agree:** 83%
- **Neutral:** 13%
- **Disagree:** 4%

**THE CURRENT POLICY FOR ENROLLMENT IS CLEARLY DEFINED**

- **Agree:** 85%
- **Neutral:** 13%
- **Disagree:** 2%

**FEEDBACK FROM FAMILIES:**

‘Everything seems very well run and very organized. I am confident that the team is always informed. Great job!’

‘My child will be transitioning to K in the Fall, and the information session organized and offered by the Society about school-age care was extremely useful.’

‘The priority system is a bit difficult to understand at times’
Statements in this section maintained a response rate similar to 2017’s results (for more information, please refer to the Appendix), and we were happy to see that many of our families were satisfied with the communication sent out regarding safety and security at SFUCCS. We were also happy to see a small rise in agreement regarding the accessibility of the SFUCCS website.

There was a significant drop in agreement regarding the SFUCCS strategic plan and the direction that SFUCCS is currently undertaking in regards to this, but we also noted that responses were higher in neutral rather than disagreement. We invite families to review our website (www.sfu.ca/childcare) or speak to staff in the administration office for any questions they might have regarding this area.

**SFUCCS COMMUNICATES TO PARENTS IN A TIMELY AND EFFECTIVE MANNER REGARDING SAFETY AND SECURITY MATTERS**

- **Agree**: 92%
- **Neutral**: 7%
- **Disagree**: 1%

**I AM AWARE OF THE SFUCCS STRATEGIC PLAN**

- **Agree**: 51%
- **Neutral**: 36%
- **Disagree**: 13%

**I AM COMFORTABLE WITH LOCATING AND ACCESSING INFORMATION ON THE SFUCCS WEBSITE**

- **Agree**: 89%
- **Neutral**: 10%
- **Disagree**: 1%

**I AGREE WITH THE STRATEGIC DIRECTION THAT THE SFUCCS IS CURRENTLY UNDERTAKING**

- **Agree**: 50%
- **Neutral**: 48%
- **Disagree**: 2%

**FEEDBACK FROM FAMILIES:**

“SFUCCS communications regarding safety and security matters is timely and effective, and faster than SFU’s notifications (such as snow closures)”

“I think internal stakeholders are excellent in promoting SFUCCS. SFU and the government can give more attention to SFUCCS and support promoting educators’ commitment to lead quality childcare.”

“I am concerned about the impact of relocating the Westside Complex as part of the Residence and Housing Master Plan.”

“Not familiar with the level of stakeholder engagement. Not familiar with SFUCCS’s strategic direction.”
This report endeavors to provide an overview of parent satisfaction and feedback received from this survey. The Communication and Engagement Committee reviews all comments in further detail, and works with management to highlight trends. Individual programs will work with their Program Director on the more specific feedback; parents can expect further communication from their programs about any new initiatives.

Further parent surveys can be expected at least annually, potentially with additional questions to highlight an area of concern or special interest. Other forums for parent feedback will continue to operate and be explored throughout the year.

On behalf of the SFUCCS Board, we extend our sincere appreciation to those who took the time to complete the 2018 Parent Survey and provide us with valuable input. SFUCCS remains committed to our relationships with children and their families, and we will continue to seek feedback and strive to improve.

Should you have any additional feedback on this report, please feel free to contact the SFUCCS Communication & Engagement Committee via email: ccsinfo@sfu.ca.
APPENDIX:
SURVEY REPORT COMPARISON

The following results were taken from the matrix style statements posed in the 2016 and 2017 Parent Surveys and are compared against the statements posed in 2018. The scale on the survey was a Likert scale (Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree). For the numbers shown in the below tables, the top 2 and bottom 2 categories for each statement were combined into simply ‘Agree’ or ‘Disagree’ totals. These are represented as a percentage of the total responses for each statement.

PROGRAM NAMES
SFUCCS would like to consider changing the names of its childcare centres to recognize the rich history and cultural heritage of the local First Nations (Squamish, Musqueam & Tsleil-Waututh) on whose shared traditional territory the centres are on. This will be done through consultation and in collaboration with the Nations, SFUCCS children and educators. Comparison from 2016 & 2017 not available as this was a new statement added in 2018.

<table>
<thead>
<tr>
<th>2018 Results</th>
<th>% Agree</th>
<th>% Neutral</th>
<th>% Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I support changing the names of the programs to better reflect the culture and language of local Indigenous groups</td>
<td>37</td>
<td>45</td>
<td>18</td>
</tr>
</tbody>
</table>

PROGRAMMING & ENVIRONMENT
Comparison from 2016 & 2017 not available as statements for this section were revised in 2018.

<table>
<thead>
<tr>
<th>2018 Results</th>
<th>% Agree</th>
<th>% Neutral</th>
<th>% Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a rich environment for learning and exploring</td>
<td>96</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Provides experiences that meet the diverse needs of the group</td>
<td>91</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Provides regular newsletters/uploads via email</td>
<td>97</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>I/We usually read the regular newsletters/uploads</td>
<td>96</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>I/We am/are provided an opportunity to give feedback to the program about the regular updates</td>
<td>88</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Provides pedagogical narrations (documentation, newsletters, learning stories, ordinary moments) that demonstrate projects and explorations occurring in the program</td>
<td>94</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>I/We am/are given the opportunity to provide feedback to the program on the pedagogical narrations</td>
<td>79</td>
<td>19</td>
<td>2</td>
</tr>
</tbody>
</table>
# APPENDIX: SURVEY REPORT COMPARISON

## EDUCATORS
Comparison from 2016 & 2017 not available as statements for this section were revised in 2018

<table>
<thead>
<tr>
<th>2018 Results</th>
<th>% Agree</th>
<th>% Neutral</th>
<th>% Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I/We know who the Educators are</td>
<td>96</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Educators have communicated knowledge of protocols in place for events such as medical emergencies, snow closures, and other possible emergencies</td>
<td>97</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>There is a sense of community</td>
<td>91</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

## NUTRITION

<table>
<thead>
<tr>
<th>2016 Results</th>
<th>2017 Results</th>
<th>2018 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Agree</td>
<td>% Neutral</td>
<td>% Disagree</td>
</tr>
<tr>
<td>I am aware of the SFUCCS Nutrition and Food Policy</td>
<td>74</td>
<td>20</td>
</tr>
<tr>
<td>The program provides well balanced snacks for my child(ren)</td>
<td>78</td>
<td>19</td>
</tr>
<tr>
<td>The program provides well balanced lunches for my child(ren)</td>
<td>69</td>
<td>25</td>
</tr>
<tr>
<td>I am/we are well informed about what the children are given to eat (eg. lunch menus, etc.)</td>
<td>81</td>
<td>11</td>
</tr>
</tbody>
</table>
## APPENDIX: SURVEY REPORT COMPARISON

### PHYSICAL FACILITIES

<table>
<thead>
<tr>
<th></th>
<th>2016 Results</th>
<th>2017 Results</th>
<th>2018 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Agree</td>
<td>% Neutral</td>
<td>% Disagree</td>
</tr>
<tr>
<td>The interior facilities</td>
<td>95</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>appear to be adequately</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>maintained</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The exterior facilities</td>
<td>90</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>appear to be adequately</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>maintained</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The equipment in my/our</td>
<td>96</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>child(ren)’s centre(s)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>appears to be varied and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>developmentally appropriate</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FEES

<table>
<thead>
<tr>
<th></th>
<th>2016 Results</th>
<th>2017 Results</th>
<th>2018 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Agree</td>
<td>% Neutral</td>
<td>% Disagree</td>
</tr>
<tr>
<td>In my/our opinion, the</td>
<td>85</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>current fee schedule</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>seems reasonable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I get good value for my</td>
<td>85</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>fees</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## APPENDIX: SURVEY REPORT COMPARISON

### ADMINISTRATION & ADMINISTRATIVE POLICIES

In 2018, the statements regarding general issues and policies were combined into one, as shown below.

<table>
<thead>
<tr>
<th></th>
<th>2016 Results</th>
<th>2017 Results</th>
<th>2018 Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am welcomed and respected by the current administration team in the childcare office</td>
<td>% Agree 87, % Neutral 10, % Disagree 3</td>
<td>% Agree 95, % Neutral 5, % Disagree 0</td>
<td>% Agree 93, % Neutral 7, % Disagree 0</td>
</tr>
<tr>
<td>The current administration team in the childcare office keeps me/us well informed about policies that affect our family</td>
<td>% Agree 82, % Neutral 12, % Disagree 5</td>
<td>% Agree 90, % Neutral 9, % Disagree 1</td>
<td>N/A, N/A, N/A</td>
</tr>
<tr>
<td>The current administration team in the childcare office keeps me/us well informed about general issues* affecting the childcare centre</td>
<td>% Agree 87, % Neutral 9, % Disagree 4</td>
<td>% Agree 98, % Neutral 2, % Disagree 0</td>
<td>% Agree 95, % Neutral 4, % Disagree 1</td>
</tr>
<tr>
<td>The current policy for enrollment is clearly defined (eg. waitlist applications, priority system)</td>
<td>% Agree 86, % Neutral 7, % Disagree 7</td>
<td>% Agree 91, % Neutral 8, % Disagree 0</td>
<td>% Agree 84, % Neutral 13, % Disagree 2</td>
</tr>
<tr>
<td>My fees are spent responsibly to provide the best quality care for the money spent</td>
<td>% Agree 73, % Neutral 24, % Disagree 3</td>
<td>% Agree 86, % Neutral 10, % Disagree 4</td>
<td>% Agree 88, % Neutral 10, % Disagree 1</td>
</tr>
<tr>
<td>The policy concerning the flow of my child(ren) through the various age groups is clearly stated</td>
<td>% Agree 80, % Neutral 17, % Disagree 4</td>
<td>% Agree 91, % Neutral 7, % Disagree 2</td>
<td>% Agree 83, % Neutral 13, % Disagree 4</td>
</tr>
</tbody>
</table>
## APPENDIX:
### SURVEY REPORT COMPARISON

#### ORGANIZATIONAL COMMUNICATION & ENGAGEMENT

| | 2016 Results | | | 2017 Results | | | 2018 Results | | |
|---|---|---|---|---|---|---|---|---|
| | % Agree | % Neutral | % Disagree | % Agree | % Neutral | % Disagree | % Agree | % Neutral | % Disagree |
| Internal and external stakeholders are engaged appropriately to promote the work and goals of the SFUCCS | 59 | 36 | 4 | 65 | 35 | 0 | 63 | 35 | 1 |
| SFUCCS communicates to parents in a timely and effective manner regarding safety and security matters | 85 | 9 | 6 | 94 | 7 | 0 | 93 | 7 | 1 |
| I am comfortable with locating and accessing information on the SFUCCS website | 77 | 15 | 8 | 88 | 11 | 2 | 90 | 10 | 1 |
| SFUCCS values my opinion, feedback, and comments | 67 | 26 | 7 | 77 | 20 | 3 | 77 | 22 | 1 |
| I am aware of the SFUCCS strategic plan | 45 | 37 | 18 | 60 | 32 | 8 | 51 | 36 | 13 |
| I agree with the strategic direction that the SFUCCS is currently undertaking | 45 | 51 | 4 | 61 | 37 | 2 | 50 | 48 | 2 |